MEDUSA *white*
PORTLAND CEMENT

MEDUSA

THE ORIGINAL *white* PORTLAND CEMENT

San Antonio, Tex. residence. Atlee B. and Robert M. Ayres, Architects. John Westerhoff, Contractor.

Thirty years ago the Medusa Portland Cement Company originated Medusa White Portland Cement for a limited number of building purposes. The intervening years widened its circle of uses until today it is widely used nationally and internationally.

Medusa White is a true white, non-staining portland cement, used like gray portland cement and having the same qualities and strength. It is successfully used in place of ordinary gray cement wherever a clean, distinctive character and beautiful color effects are desired. For color work this white cement is tinted with colored aggregates or reliable mineral oxides.

Medusa Waterproofed White Portland Cement is the regular Medusa White with which is ground an integral waterproofing during manufacture. Waterproofed white cement repels water at the surface and reduces absorption and penetration to a negligible degree.

Insua Building, Buenos Aires, S. A. Sanchez, Lagos, De la Torre, Architects. Guerrico, Harilaos and Co., Contractors.

MEDUSA WHITE STUCCO FOR INDIVIDUALITY AND CHARM

Few materials lend themselves so well to the architect's, owner's or contractor's scheme of design and color as Medusa White Portland Cement stucco. The pure white color of this cement gives a beautiful finish whether used with or without coloring pigments.

The range of color or texture of finish is unlimited with Medusa White.

To guard stucco against the penetration of moisture and the deteriorating action of frost and freezing, the first and second coats should be made with Medusa Waterproofed Gray Portland Cement, and Medusa Waterproofed White Portland Cement should be used for the finish coat.

When Medusa Waterproofed White is used, water is repelled at the surface, it cannot enter, stain the stucco or freeze, causing the stucco to deteriorate. Stucco made with Medusa White Waterproofed Portland Cement retains its original beauty for years to come.

Cast stone trim on junior high school, Dallas, Texas Bryan and Sharp, Architects. R. F. Ball Construction Co., Contractors.

THE GROWING POPULARITY OF MEDUSA WHITE CAST STONE

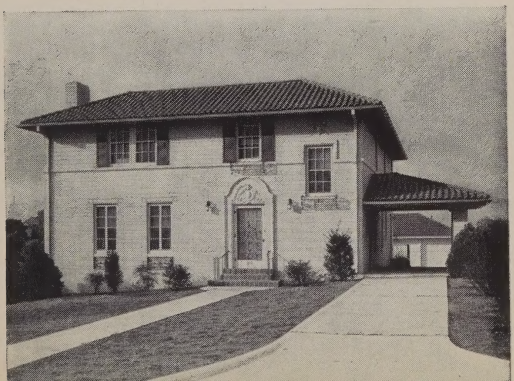
In an ever increasing number architects and builders are specifying and using cast stone made with Medusa White Portland Cement, Plain or Waterproofed, for building trim. This cast stone has a number of advantages which are well worth mentioning. Medusa White cast stone can be made to suit the architect's requirement in form and color, consequently it meets the need for any decorating scheme. Cast stone is much less expensive than natural stone and has the still further advantage of being waterproofed if the architect or builder so desires. Today beautiful examples of Medusa White cast stone building trim can be found in practically every civilized country in the world. It is one of the best possible methods of expressing individuality and distinctiveness in modern construction.

MEDUSA WHITE CAST STONE IS NOW BEING USED AS A VENEER FOR HOUSES

The illustration at the bottom of this page shows an unusual type of construction. In this instance an entire home was built with a cast stone veneer. The use of cast stone for veneer has a number of unusual advantages that are well worth noting. It can have all the appearance of natural stone construction with none of the disadvantages of high cost.

Cast stone for veneer can be made in any color or texture that the architect or the builder desires. It can also be waterproofed, thereby assuring the owner of dry interiors at all times. Waterproofed cast stone repels rain carrying dirt which would ordinarily be absorbed into natural stone, possibly leaving a stain when the water evaporates. Inasmuch as water is not absorbed into waterproofed cast stone, there can be no freezing of absorbed moisture which ordinarily causes deterioration in unwaterproofed cast stone.

Cast stone veneer residence, San Antonio, Tex. John Hagy, Builder.



MEDUSA WHITE PORT
FOR SETTING FACE B

MEDUSA WHITE PORTLAND CEMENT (Plain and Waterproofed) is widely used for mortar in setting face brick, stone, tile and marble. This cement is non-staining, hence cannot stain natural building stone such as limestone and marble. Medusa White is non-staining because it does not contain any soluble alkali salts found in ordinary cement which combine with water to stain stone.

Medusa White Portland Cement should be used in all mortar work where appearance and color are factors. If a colored mortar is desired, the highest grade sun-proof, lime-proof mineral color pigments can be added to the white cement. This gives a mortar that will best harmonize with the color of the brick, stone or cast stone being used in the building and assures a pleasing finished effect.

It is highly recommended that Medusa *Waterproofed* White Portland Cement be used for mortar, for brick and stone, since it is a recognized fact that most mortar troubles are due to the penetration of moisture.

Swimming pool, Chicago, Ill. Erie E. Hall, Architect. John E. Ericsson Co. Contractors.

ND CEMENT MORTAR
CK, STONE AND TILE

Bon Marche store, Seattle, Wash. John Graham, Architect. Teufel and Carlson, Contractors.

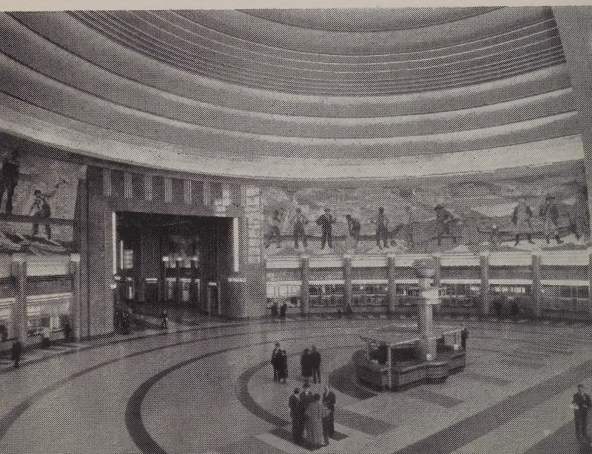
It has been well said that eliminating moisture eliminates trouble. Medusa Waterproofed White reduces the absorption of water into the mortar to a negligible amount, thereby reducing volume change and eliminating efflorescence. If Medusa Waterproofed White Portland Cement is used for pargeting, it prevents the staining, alkali-laden moisture from the wall back of the stone from passing into the stone.

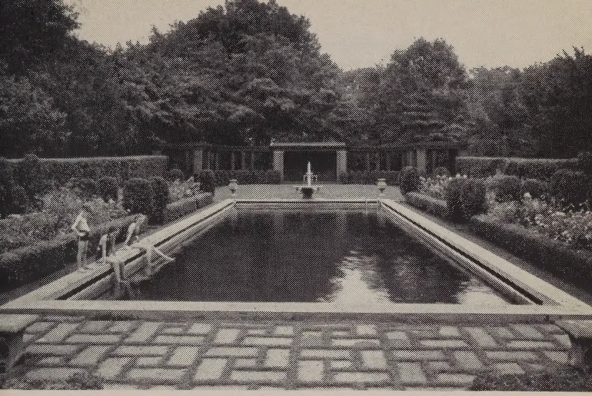
Leading tile contractors are specifying and using Medusa White Portland Cement for setting and grouting tile. Here again the uniform, clear, sparkling white color plus its non-staining qualities and the fact that it can be tinted to harmonize with the color of the tile, make Medusa White the ideal cement for setting and grouting tile.

THE *Beauty* OF TERRAZZO MADE WITH MEDUSA WHITE

The modern trend in terrazzo is to use Medusa White Portland Cement as a matrix. This cement is used like regular gray cement and has all the same properties. The absolutely pure white matrix made with Medusa White helps to clearly identify the color of the chips and makes the terrazzo brighter and more colorful. It brings out the rich, full colors of light pastel tints of the marble chips without the deadening effects of gray cement. By adding color pigments, delicate shades for blending or contrasting background can be obtained. When Medusa White Portland Cement is used there is no limitation either as to the color or size of the chips or the color of the background. The reproduction of almost any color and design or even delicate shading effects can be secured. To secure bright, cheerful colors in terrazzo, start with Medusa White Portland Cement.

Cincinnati, O. Union Terminal. Fellheimer and Wagner, Architects, Cassini Mosaic and Tile Co., Martina Mosaic and Tile Co., Terrazzo Contractors.

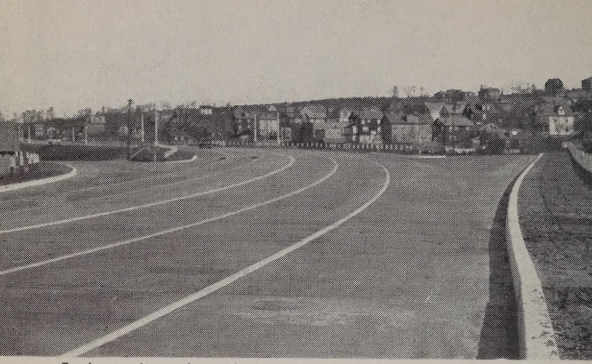




Swimming pool in Cleveland Heights, Ohio. Lining of Medusa White Portland Cement.

MEDUSA WATERPROOFED WHITE FOR SWIMMING POOLS

For both appearance and sanitary reasons swimming pools should be constructed with a Medusa Waterproofed White Portland Cement lining in the bottom, walls, gutter and platform around the pool. This cement makes a gleaming white pool that is easy to keep clean. The waterproofing in Medusa White repels all moisture at the surface of the lining. This prevents staining of the lining due to water carrying dirt being absorbed into the surface. At this point let us differentiate between the terms "waterproof" and "watertight" as applied to concrete and cement linings. "Waterproof" means that water is repelled at the surface. "Watertight" is substantially waterproof yet allows seepage sufficient to create interior dampness. When Medusa Waterproofed White Portland Cement is used, water containing dirt is not absorbed into the surface. It remains beautiful, clean and white and in less need of repairs and painting. Medusa Waterproofed White Portland Cement can also be used in shower stalls, locker rooms and all concrete work in and around swimming pools, either interior or exterior. Medusa White Portland Cement may be tinted in order to make a colored lining for a pool.



Curbs and road markers made with Medusa White Portland Cement.

SAFETY FIRST *with* MEDUSA WHITE ROAD MARKERS AND CURBS

With the mounting traffic fatalities on our highways, special consideration is being given to road markers and curbs made of Medusa White Portland Cement to reduce accidents.

These road markers are installed either in new or old brick, asphalt or concrete. They have a number of advantages over painted road markers. White cement markers last the life of the road. Even though worn down, they remain absolutely white, and can be seen better on dark nights and in adverse weather conditions.

Road markers can be laid in two forms, either as a white portland cement strip poured at the time of laying the road or by drilling out a center strip and pouring in the white cement, or by installing pre-cast white cement slabs. Many states and cities have already installed Medusa White Portland Cement road markers and find that although these white cement markers cost more than painted markers, yet in a short period the cost of repainting worn off markers costs so much that it is decidedly more economical to install permanent white cement markers.

MEDUSA WHITE IS WIDELY USED FOR CONCRETE PRODUCTS AND SCULPTURING

In the preceding pages we have given you some of the more important uses of Medusa White Portland Cement, Plain and Waterproofed. In this concluding page we would like to mention a few of the many other uses to which this remarkable white portland cement has been put.

Recently noted sculptors have turned to Medusa White Portland Cement as a medium for their finished work. The sculptor produces in most cases a finished piece of work in smaller size. An enlarged cast is then made into which Medusa White Portland Cement is poured and tamped. When dried out, forms are removed, leaving a permanently white, beautiful cast stone piece of sculpturing.

Still another use for Medusa White is for topping runways and aprons in airports. These runways and aprons not only add to the appearance of the airport, but in addition they help to serve as guides for incoming planes. In many cases pilots say they can see white cement runways and aprons from miles away in the sky.

Manufacturers of garden furniture, such as benches, seats, urns, sun dials, etc., have found in Medusa White a cement that lends charm and beauty to their products.

This figure executed with Medusa White Portland Cement.

12
MEDUSA PRODUCTS

MEDUSA GRAY PORTLAND CEMENT

MEDUSA WATERPROOFED GRAY PORTLAND CEMENT

MEDUSA "MEDCO" HIGH EARLY STRENGTH CEMENT

MEDUSA WHITE PORTLAND CEMENT

MEDUSA WATERPROOFED WHITE PORTLAND CEMENT

MEDUSA STONESET CEMENT

MEDUSA BRIKSET, THE WATERPROOFED MASONRY CEMENT

MEDUSA PORTLAND CEMENT PAINT

MEDUSA FLOOR COATING

MEDUSA-LITE

MEDUSA WATERPROOFING POWDER

MEDUSA CONCENTRATED WATERPROOFING PASTE

MEDUSA PORTLAND CEMENT COMPANY

1000 Midland Bldg. • Cleveland, Ohio

AVERY LIBRARY
COLUMBIA UNIVERSITY